

Press Release

13 August 2012

Hall & Partners Promotes Caroline Dukes and Joann Schaumann to Managing Partner

Follows hot on the heels of promotion of Lee Gazey to Managing Partner Health

LONDON & NEW YORK, 13 August 2012 – Hall & Partners, the specialist brand and communications research agency, has promoted Caroline Dukes to Managing Partner in its London office, while Joann Schaumann takes the Managing Partner role in New York. The recent promotions follow that of Lee Gazey to Managing Partner London in the specialist Health practice. The promotions continue to support the agency's charter to promote from within and build exceptional strategic talent to meet the growing needs of their consumer and health clients worldwide.

Dukes, who joined the agency in 2008 as Research Director, has over 17 years client side experience in Media and TV, having started her career at Classic FM, then heading up research at Fox Kids/Jetix and UKTV, before becoming Head of Content at Sky. While still remaining involved in key accounts, Dukes will take charge of the agency's London based Consumer team. She will report to European CEO Paul Edwards.

Schaumann has been with the agency since 2011, having joined the Chicago office as a Global Client Partner. She brings almost 30 years research agency experience to the role, having most recently been SVP in the Tech and Technology team at TNS. Schaumann will lead the New York office's Consumer team of researchers. She will report directly to Global CEO Vanella Jackson.

Jackson commented, "I am utterly delighted that we have two new MP's in Caroline and Joann. Both have made an outstanding contribution to our business and have talent as natural born leaders. I believe we have made excellent choices and I am confident that we will all benefit from what each has to offer in their new roles."

The promotions closely follow that of Lee Gazey, who joined the company in 2011 from Insight Research. Gazey was promoted in May to run the agency's London based Health team, responsible for servicing global clients, and will continue to report to Abigail Stuart, Global Head of Hall & Partners Health.

“Lee has a wealth of experience in the healthcare sector and a track record of developing and commercialising innovative research approaches. In the relatively short time he’s been with Hall & Partners Health, he has made an impressive impact,” commented Stuart.

For media and press enquiries, please contact:

Laura Hally

Marketing Executive

T: +44(0)20 7173 4664

E: l.hally@hallandpartners.com

About Hall & Partners

Hall & Partners (www.hallandpartners.com) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative Engager™ framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Chicago, Los Angeles, New York, Seattle, London, Melbourne, Shanghai, Singapore and Sydney. Hall & Partners is a part of Diversified Agency Service, a division of Omnicom Group Inc.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

Omnicom Group Inc. (www.omicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.